

ABSTRACT OF THE DISCLOSURE

Method, signal bearing medium and apparatus for price-guaranteeing an item purchased by a customer. One embodiment provides a method for price-guaranteeing an item purchased by a customer, comprising: receiving, by a central computer system, transaction data from a cash register computer system, the transaction data including an item identification number and an item purchase price; comparing the item purchase price to at least one of an item current price and an item match price; and if the item purchase price is higher than at least one of an item current price and an item match price, crediting an amount to a credit card account of the customer.

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